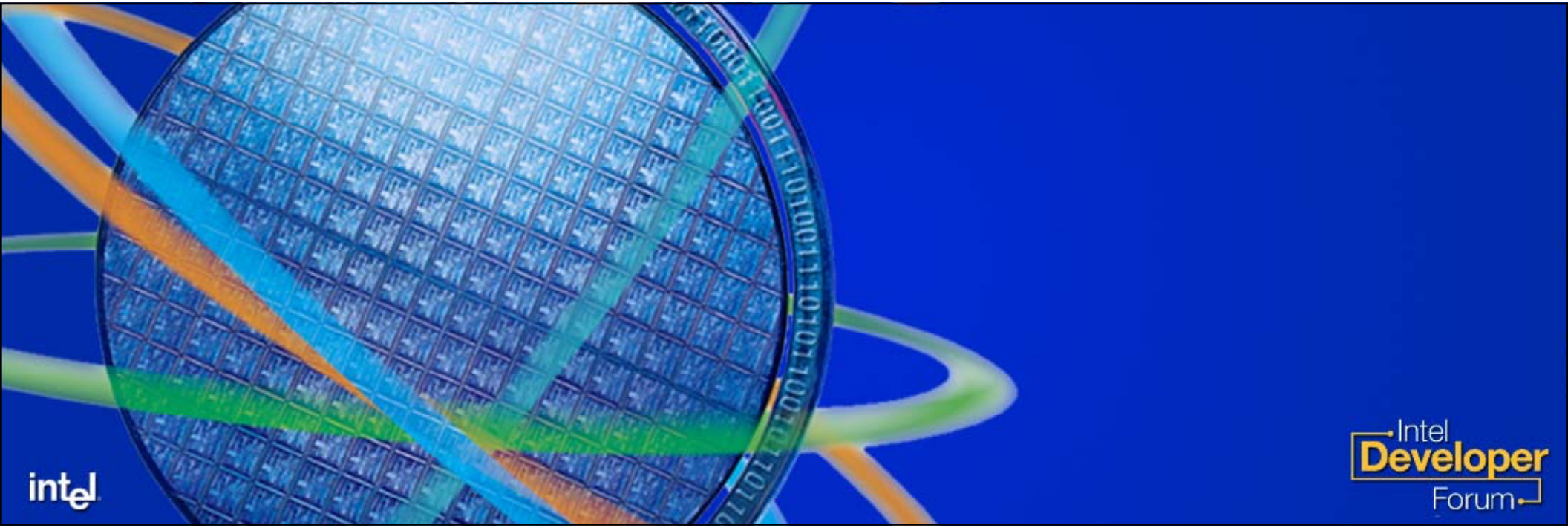
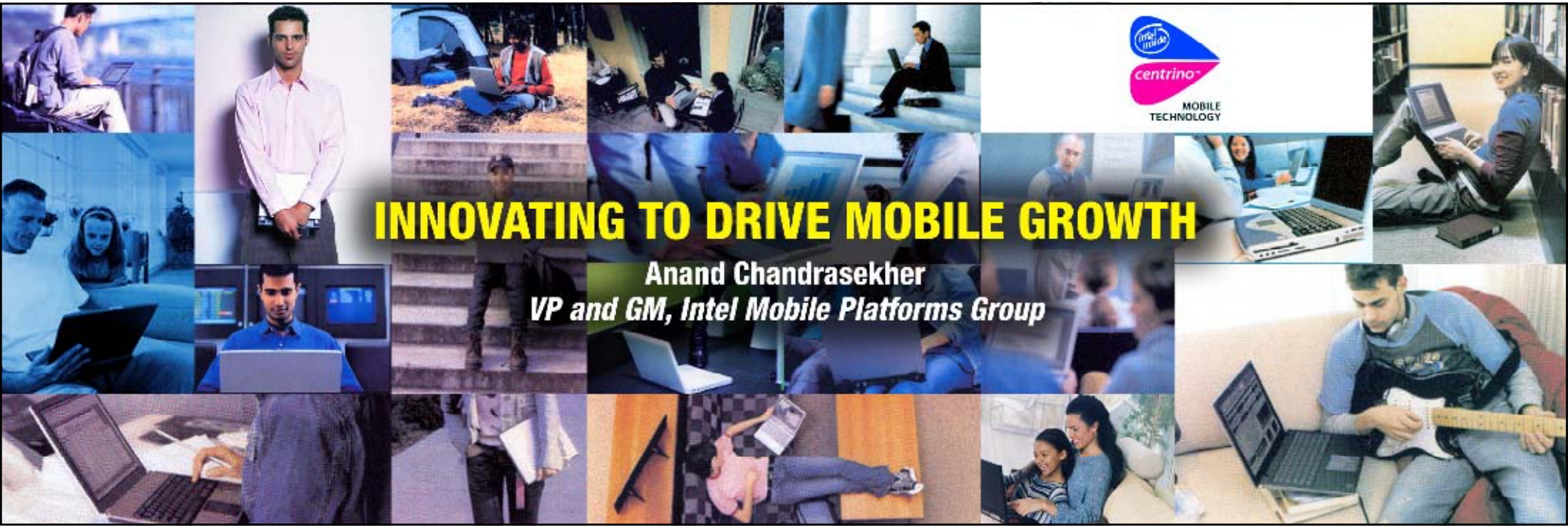

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MOBILE
TECHNOLOGY
INNOVATING TO DRIVE MOBILE GROWTH
Anand Chandrasekher
VP and GM, Intel Mobile Platforms Group


MOBILE IS GROWTH
2007
20%
CAGR
2002
Projected Growth
Source: IDC, 12/2003

MOBILE IS OPPORTUNITY

1/2 Billion Units in 2003

"100% CAGR"

Credit Suisse First Boston, Nov. 2003



Source: IDC, CSFB 11/03


MOBILE TECHNOLOGY
BETTER TOGETHER
SOFTWARE IS KEY


150 MOBILIZED APPS
SAP Net Weaver
Cysive
SAND HILL SYSTEMS
covigo
IONA
SAND HILL SYSTEMS
InfoPath 2003
agilix
PureEdge
ORACLE Technology 9i Lite
iAnywhere
Dexterra
Central Macromedia
Adobe
IBM WECM
SYNCHROLOGICS
ENHANCING BUSINESS PRODUCTIVITY
BLANCO GERMANY
UNIBANCO.COM
GRANTS.GOV
Allianz
Bristol-Myers Squibb Company
British Gas
Yarra Valley Water
A fresh approach.
Bass






SOFTWARE IDENTIFIER PROGRAM
Driving Software Visibility for:
Power Management
Performance
Battery Life
Connectivity
Runs
Great
On
intel inside
centrino
MOBILE
TECHNOLOGY
SYBASE
CONNECT
roxio
Mobilink
autodesk
InterVideo
MSNBC


GROW THE SOFTWARE ECOSYSTEM
All software is mobilized
Capitalize on Intel tools
Join Intel logo identifier program

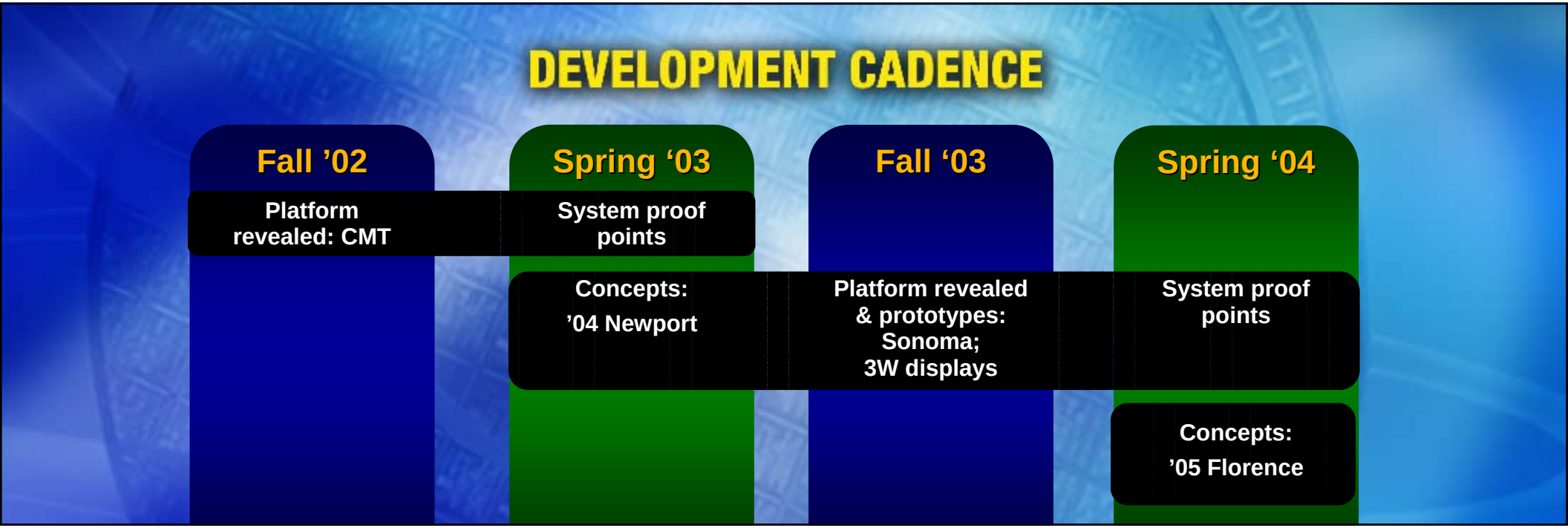

DRIVE MOMENTUM
THROUGH INNOVATION
GOING MOBILE
CAPITALIZE ON OPPORTUNITIES
GALVANIZE ECOSYSTEM


DRIVE MOMENTUM
THROUGH INNOVATION
Dothan:
Ready for fast ramp
Enhanced performance
802.11b/g:
New: Intel designed and developed silicon
Lower power enabling longer battery life
Improved performance for extended reach


SONOMA IN 2H'04
Dothan: FSB 533MHz
Alviso
Direct Media Interface
Intel® Display Power Saving Technology 2.0
8 port USB/4 port PCI Express, TV out integration
Intel High Definition Audio
Wireless: 802.11a/b/g
Alviso
DMI (2GB/s)
ICH6-M
SATAx2
Azalia
Codec
lexico 2




DRIVE MOMENTUM
THROUGH INNOVATION
GOING MOBILE
CAPITALIZE ON OPPORTUNITIES
GALVANIZE ECOSYSTEM


DEVELOPMENT CADENCE
Fall ’02
Spring ‘03
Fall ‘03
Spring ‘04
Platform revealed: CMT
System proof points
Concepts: ’04 Newport
Platform revealed & prototypes: Sonoma; 3W displays
System proof points
Concepts: ’05 Florence


RESHAPING MOBILE PCS
FOR NEW USAGE MODELS
Mobile Platform Vision Guide '04
Available 2H'04: First Newport Concept PC
Announcing New Software delivering
Extended Mobile Access Capabilities
Extended Mobile
Access Lid Display
lenovo 联想
insyde™

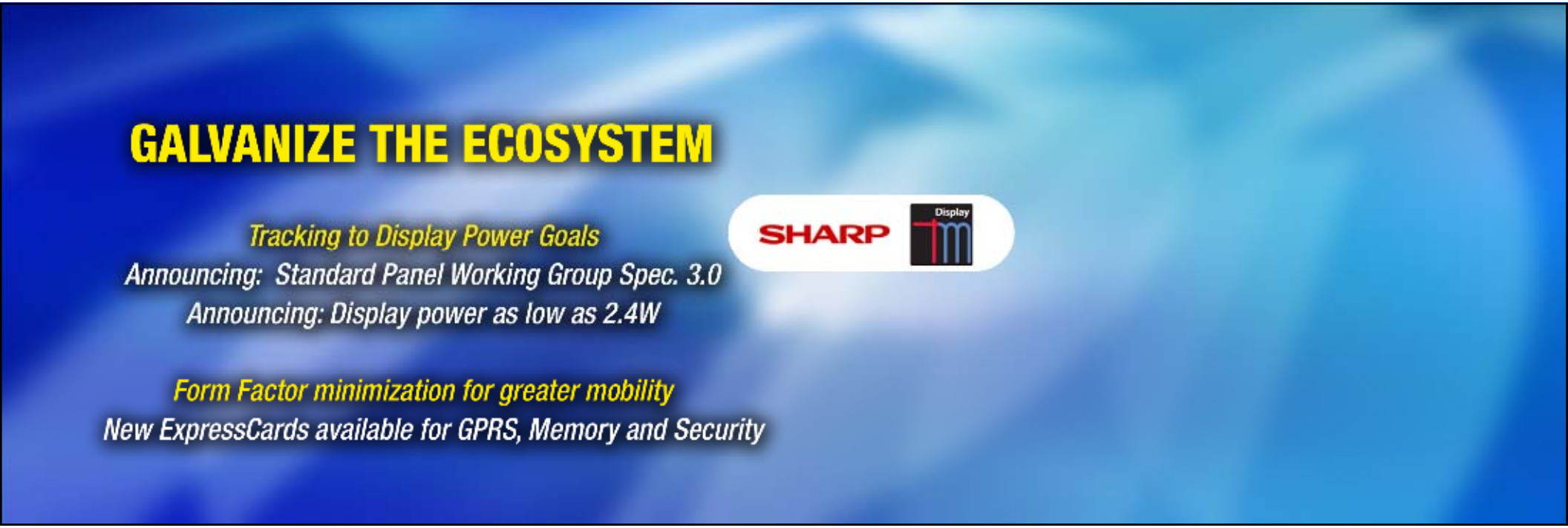



EXTENDED MOBILE ACCESS DISPLAY
Main Screen Area
WWAN
AM
PM
Alert icon
Queued Messages
Battery
WLAN / Signal Strength
WWAN / Signal Strength
Time
Bluetooth Status (ON/Off) *


ENABLING NEW USAGE MODELS
2005 Mobile Concept PCs – Code-name "Florence"
Three concepts created to match broadening use of mobile PCs
Florence 12" On the Go
Florence 15" Virtual Office
Florence 17" Mobile Entertainment PC




DRIVE MOMENTUM
THROUGH INNOVATION
GOING MOBILE
CAPITALIZE ON OPPORTUNITIES
GALVANIZE ECOSYSTEM


GALVANIZE THE ECOSYSTEM
Tracking to Display Power Goals
Announcing: Standard Panel Working Group Spec. 3.0
Announcing: Display power as low as 2.4W
SHARP
Display
Form Factor minimization for greater mobility
New ExpressCards available for GPRS, Memory and Security

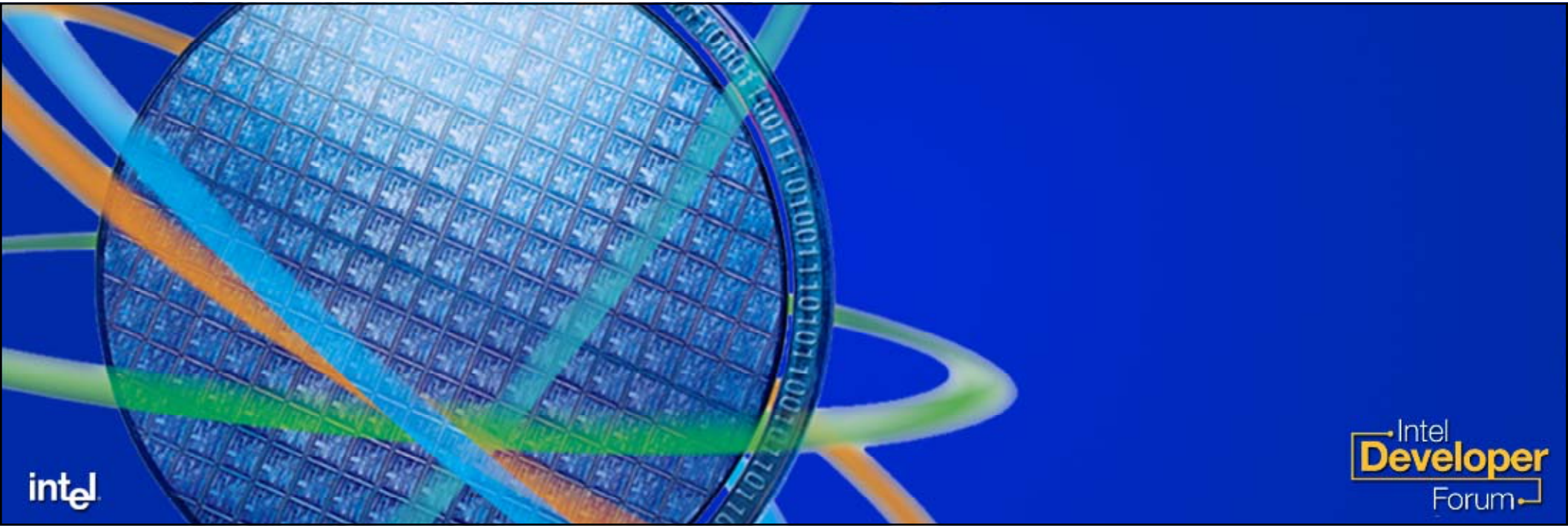

GALVANIZE THE ECOSYSTEM
Wireless Verification Grows
30,000 verified hotspots, 3X goal from a year ago
Over 100 service providers worldwide
New entertainment available
HEARTS
IN SAN FRANCISCO
SFMOMA

INNOVATION DRIVES GROWTH



- *Design mobile-optimized software*
- *Capitalize on new mobile features*
- *Accelerate Virtual Office capabilities*
- *Deliver Consumer capabilities*

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MOBILE TECHNOLOGY


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